

## Message Text

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PAGE 01 STATE 019820  
ORIGIN COME-00

INFO OCT-01 EA-09 ISO-00 EB-08 /018 R

DRAFTED BY COM/BIC/OIM/RSKELLY/CMM/3016  
APPROVED BY EB/OCA/CD:EMSACCHET  
COM/BIC/OIM/HRSTRINGER/3016  
COM/BIC/OIM/EOLSEN/AD/EM/4012  
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STATE/EA/K/PMAYHEW  
EA/EP:DBOERIGTER

-----282007Z 092791 /44

P 281841Z JAN 77  
FM SECSTATE WASHDC  
TO AMEMBASSY SEOUL PRIORITY

UNCLAS STATE 019820

E.O. 11652: N/A

TAGS: BEXP: KS

SUBJECT: MARKET RESEARCH

REFERENCE: SEOUL 0086

1. OIM UNDERSTANDS POST DISAPPOINTED THAT KOREA SECTORIAL  
STUDY WAS CANCELLED BUT HOPES THAT PROJECT CAN BE RE-  
SCHEDULED SOMETIME IN THE FUTURE.

2. THE MARKET RESEARCH DIVISION AND EAST ASIA REGION  
CONTINUES TO BE GRATEFUL FOR THE HIGH QUALITY IN-HOUSE  
RESEARCH REPORTS SUBMITTED BY THE POST AND WELCOMES  
THE ELECTRONIC STUDY WHICH WILL BE THE BASIS FOR OUR  
APRIL 1978 SOLO TRADE SHOW.

3. THE LAST IN-HOUSE REPORT TITLED MEDICAL EQUIPMENT  
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WAS WELL PREPARED AND COMPREHENSIVE AND WILL SOON  
BE DISSEMINATED TO APPLICABLE ASSOCIATIONS/THE BUSINESS  
COMMUNITY VIA OUR MULTIPLIER PROGRAM.

4. OIM IS SYMPATHETIC TO POST DESIRE FOR ADDITIONAL  
RESEARCH TO SUPPORT THE SEOUL TRADE CENTER. BUT, DUE  
TO FINANCIAL LIMITATIONS THE LEVEL OF RESEARCH PROJECTS

ARE LIMITED TO THE REQUIREMENTS THE GLOBAL MARKET

RESEARCH PROGRAM AND OIM/POST APPROVED PROMOTION PROGRAM  
FOR FY 77/78.

5. LIKEWISE, DUE TO PERSONNEL LIMITATIONS THE AVAILABILITY OF T.DY MARKET RESEARCH OFFICERS ARE RESTRICTED, AT THIS TIME, TO REQUIREMENTS FOR OUR FY 77/78 PROMOTIONAL PROGRAM AND G.M.R. PROGRAM.

6. WE ARE VERY MUCH AWARE OF THE NEED TO DEVELOPE AN INDIGENOUS MARKET RESEARCH CAPABILITY IN KOREA. THE COUNTRY MARKETING MANAGER FOR EAST ASIA, ROBERT KELLY PLANS TO BE IN KOREA SOMETIME IN MAY 1977 ON THE FY 78 CCP AND AT THAT TIME WILL BE PREPARED TO REVIEW THE ENTIRE MARKET RESEARCH SUBJECT.  
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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
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**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009